

Revised 5-1-12

Vision, Goals and Objectives

The Plan's Vision, Goals and Objectives were developed through an interactive exercise with the project Steering Committee, a public meeting held on October 4, 2012, and a review of previous planning and policy documents. For the many stakeholders that provided input, there is an overarching desire to create an interconnected network of on- and off-street bicycle facilities that link all areas of the City. The word "connectivity" came up repeatedly, whether discussing the need for more paths or completing on-street facilities into the downtown area. There is also a desire to create a "bicycle culture" where bicycling is "normal" and seen as a viable form of transportation.

The Vision and top ranked Goals and Objectives are presented below. The Wichita Bicycle Master Plan addresses each of the Goals and Objectives through bicycle network recommendations and an implementation strategy that includes policy-level actions and design-level guidelines and recommendations.

The vision statement, the heart of the plan, describes what the community will be like in 2022. It is a general statement that provides the framework for this document by identifying key elements and conditions.

From the vision statement, the goals, objectives, and strategies have been developed. They are the recommended way of achieving the future vision of Wichita. This is organized from the most broad/general concepts (objectives) to the most specific (strategies). Below are brief definitions of the goals, objectives, strategies, and actions.

Goals: general asseverations the community wants to work towards achieving. The work of completing a goal is seldom ever completed; it is something that we continually strive to achieve.

Objectives: Specific initiatives that if accomplished will lead to the realization of the goals and vision statement. There may be more than one way to accomplish an objective or more than one action that may be undertaken.

Strategies: Strategic actions that are recommended to be undertaken to achieve the objective, goal, and vision statement. Each of the strategies includes a table with a description of the action items, lead organization and the estimated duration (from start of the action to the finish) to complete the action.

Bicycle Master Plan Vision

An interconnected network of on-and off-street bicycle facilities that accommodates bicycle riders of all skill levels; and links all areas of the City of Wichita- including employment centers, schools, parks, and other activity centers.

Bicycle Master Plan Goals and Objectives

Goal 1: Increase the amount of bicycling in Wichita.

Benchmark: Triple the amount of bicycling in Wichita over the next ten years (2012 – 2022)

Baseline: 0.3 percent of workers age 16 years and over, or $(289,338 * 0.3 \text{ percent} = 8,680)$ ¹

Goal 2: Improve the safety of bicyclists in Wichita

Benchmark: Reduce the rate of bicycle crashes by one third over the next ten years (2012 – 2022)

Baseline: (request to KDOT for data submitted 2/24/2012)(police reported crashes – as reported by KDOT)

Goal 3: Foster and promote a culture where bicycling is a viable and acceptable form of transportation

Benchmark: Increase by 50 percent the percent of survey respondents rating ease of bicycle travel in Wichita as “excellent” or “good”.

Baseline: (year 2010) 37 percent of survey respondents rating ease of bicycle travel in Wichita as “excellent” or “good”.²

¹Source: American Community Survey 2010 (not sure if this is the best source)
http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_10_1YR_S0801&prodType=table

Goal 1: Increase the amount of bicycling in Wichita.

Objective 1.1: Complete a core network of interconnected on- and off-street bicycle facilities that link all neighborhoods and activity centers in the City, including downtown.

Strategy 1: Provide bicycle facilities on designated arterial and non-arterial streets; and off-road facilities.

Strategy 2: Install a Signed Bicycle Route Wayfinding System.

Strategy 3: Improve bicycle safety and access at arterial roadway crossings.

Strategy 4: Improve bicycle access to transit stops and stations.

Strategy 5: Increase the availability of bicycle parking throughout Wichita.

Strategy 6: Determine if a BikeShare program would be good for Wichita.

Objective 1.2: Place a priority on maintaining existing paths and on-street bicycle facilities while installing new facilities.

Strategy 7: Prioritize and fund bicycle facility development and maintenance to maximize the use and safety benefits of these investments.

Objective 1.3: Coordinate with neighboring jurisdictions to promote regional bike facility continuity, including the pathway system and missing links identified in the bicycle network.

Strategy 8: Incorporate the facility recommendations (maps) from this plan into the WAMPO Metropolitan Transportation Plan.

Objective 1.4: Provide easily accessible information about the bicycle network.

Strategy 9: Develop a new bicycling guide map.

Strategy 10: Develop an online bicycle route wayfinding program.

Goal 2: Improve the safety of bicyclists in Wichita

Objective 2.1: Educate law enforcement, youth, motorists, and bicyclists about the rights and responsibilities of all road users.

Strategy 11: Educate Wichita transportation system professionals and users about new bicycle facility types, planning, design and bicycle-related issues that may arise.

²<http://www.wichita.gov/NR/rdonlyres/62661A54-E97B-4714-B5F8-670988C42E89/0/NationalCitizensSurveyREPORT.pdf>

Strategy 12: Promote bicycle education and encouragement in Wichita through partnerships with community organizations and businesses.

Strategy 13: Support efforts to obtain funding for bicycle education and enforcement programs.

Objective 2.2: Take a balanced approach to enforcement that focuses on reducing the behaviors of both motorists and bicyclists that cause crashes.

Strategy 14: Increase enforcement of bicyclist and motorist behavior to reduce bicycle and motor vehicle crashes.

Objective 2.3: Develop safe-routes-to-school (SRTS) programs that focus on safety and encouragement.

Strategy 15: Work with school districts to develop collaborative partnerships to encourage children to bike to school.

Goal 3: Foster and promote a culture where bicycling is a viable and acceptable form of transportation

Objective 3.1: Promote bicycling through increased participation in special events.

Strategy 16: Coordinate increased participation through schools, public service organizations, bicycle clubs, businesses.

Objective 3.2: Be recognized by the League of American Bicyclists as a Bicycle Friendly Community.

Strategy 17: First achieve LAB's Bicycle Friendly Community bronze and then silver status designation

Objective 3.3: Increase the number of businesses and colleges that are recognized as Bicycle Friendly Business/Colleges by the League of American Bicyclists.

Strategy 18: Work with area businesses and colleges to engage them in the League's recognition program

Objective 3.4: Market bicycling as a fun, healthy, culturally "in-thing" to do.

Strategy 19: Enlist *opinion* leaders in promoting bicycling (e.g. Speakers bureau)

Strategy 20: Engage area businesses in using bicycles in their advertising and other promotions

Policy Level Objectives and strategies for Plan Implementation

Objective 4.1: Adopt policies to ensure that the City's project planning and review processes account for bicycle facilities

Strategy 21: Adopt a Routine Accommodation Policy and ensure that the policy is integrated into the City's project planning and review processes; and adopt a Complete Streets Policy.

Objective 4.2: Ensure City development policies maximize opportunities to install appropriate bicycle facilities.

Strategy 22: Update the Unified Zoning Code to require office developments and redevelopments to include parking, shower and locker facilities; commercial retail developments to provide secure and conveniently located bicycle parking; and multi-family residential developments to provide secure bike shelters or closets.

Strategy 23: Revise Wichita's standard arterial street cross sections

Objective 4.3: Develop policies for sequencing projects.

Strategy 24: Create policy for installing facilities that are isolated segments.

Strategy 25: Create policy for reserving space for future facilities (e.g. space for bike lane that is added later).

Strategy 26: Prioritize funding to complete gaps (missing links) in system.

Objective 4.4: Fund priority, stand-alone bicycle projects.

Strategy 27: Fund through CIP, annual programs and grants.

Objective 4.5: Provide adequate staff to implement plan.

Strategy 28: Meet targets of yearly work plan

Objective 4.6: Monitor and track implementation of the Plan.

Strategy 29: Create a bicycle advisory board.

Strategy 30: Update the bicycle master plan on a regular basis.

Strategy 31: Publish an annual implementation work plan.

Strategy 32: Establish performance measures to monitor progress.